

## ABSTRAK

**Bardatun Thaibah**, 1602530090. "MANAJEMEN HUMAS DI SMA *GLOBAL ISLAMIC BOARDING SCHOOL* KABUPATEN BARITO KUALA"  
Tesis. Di bawah bimbingan (I) Dr. H. Hilmi Mizani, M.Ag. dan (II) Dr. Ahmad Juhaidi, M.Pd.I pada Program Pascasarjana IAIN Antasari Banjarmasin, 2016.

Kata kunci: Manajemen pendidikan, SMPIT Ukhuwah Banjarmasin.

Penelitian ini dilatarbelakangi bahwa Sekolah Menengah Atas Global Islamic Boarding School (SMA GIBS) Barito Kuala merupakan sekolah menengah atas Islam Terpadu (SMAIT) yang dikelola dengan sistem pesantren/asrama, yang pembelajarannya banyak diprogramkan untuk kehidupan global dan uritin melaksanakan kunjungan untuk pembelajaran di luar negeri. Permasalahan penelitian yang dirumuskan adalah; bagaimana perencanaan program manajemen humas pada SMA GIBS, bagaimana pelaksanaan manajemen hubungan masyarakat pada SMA GIBS, dan apa saja kendala yang dihadapi dalam pelaksanaan manajemen hubungan masyarakat pada SMA GIBS.

Penelitian ini berlokasi di SMA GIBS Barito Kuala, yang terletak di Desa Sungai Lumbah Kecamatan Alalak Kabupaten Barito Kuala.. Subjek penelitian adalah pengurus Yayasan, Hasnur Center yang menaungi SMA GIBS, kepala sekolah, guru yang membidangi manajemen humas dan guru-guru lainnya. Data lapangan digali dengan teknik wawancara, observasi dan dokumenter.

Hasil penelitian menyimpulkan bahwa Sekolah Menengah Atas Global Islamic Boarding School (SMA GIBS) Barito Kuala merupakan sebuah sekolah menengah unggulan, plus dan berupaya memadukan pendidikan umum, agama Islam dan keterampilan hidup yang programnya dikelola dengan sistem pesantren (asrama), dan pembelajaran penuh waktu (full-time) yang menitikberatkan pendidikan siswa agar memiliki keunggulan pada aspek akademik, non-akademik, agama/akhlak, karakter kepemimpinan dan keterampilan dengan mengupayakan agar siswa menguasai dua bahasa asing untuk kemajuan peradaban yaitu Inggris dan Arab. Pelaksanaan program hubungan masyarakat pada SMA GIBS yang menonjol sekali adalah mendidik dan membina siswanya agar dapat menyelami kehidupan apa adanya di masyarakat melalui program *home stay* di rumah-rumah penduduk dan memiliki wawasan global dengan rutin melakukan kunjungan ke luar negeri, yaitu ke Malaysia dan Singapura, ke Turki sekaligus melaksanakan ibadah Umrah, dan ke Australia. Kendala pelaksanaan manajemen hubungan masyarakat pada SMA GIBS Barito Kuala mencakup kendala administrasi, kendala cuaca/iklim saat siswa melakukan kunjungan ke luar negeri, kendala teknis dan keterbatasan kemampuan siswa dalam berbahasa asing dalam beradaptasi dan berkomunikasi dengan daerah/sekolah tujuan di luar negeri.

## ABSTRACT

**Bardatun Thaibah**, 1602530090. "PUBLIC MANAGEMENT IN GLOBAL ISLAMIC BOARDING SCHOOL SMA BARITO KUALA DISTRICT" Thesis. Under guidance (I) Dr. H. Hilmi Mizani, M.Ag., and (II) Dr. Ahmad Juhaidi, M.Pd.I on the Antasari Banjarmasin UIN Postgraduate Program, 2018.

Keywords: Public Management, Global Islamic Boarding School.

This research is motivated by the Barito Kuala High School Global Islamic Boarding School (SMA GIBS) is an integrated Islamic high school (SMAIT) which is managed by a boarding school / dormitory system, which is widely programmed for global life and does not carry out visits for overseas learning . The research problem formulated is; how to plan public relations management program at GIBS Senior High School, how does the implementation of community relations management at SMA GIBS, and what are the obstacles faced in implementing public relations management at GIBS SMA.

The research was located at GIBS Barito Kuala High School, located in Sungai Lumbah Village, Alalak District, Barito Kuala District. The research subjects were the Foundation management, Hasnur Center which oversees GIBS High School, the principal, teachers in charge of public relations management and other teachers. Field data is explored by interview, observation and documentary techniques.

The study concluded that the Global Islamic Boarding School (SMA GIBS) High School of Barito Kuala is a superior secondary school, plus and seeks to integrate general education, Islam and life skills whose programs are managed with a boarding system, and full-time learning ( full-time) which emphasizes the education of students in order to have excellence in the academic, non-academic, religious / moral aspects, character of leadership and skills by striving for students to master two foreign languages for the advancement of civilization, namely English and Arabic. The outstanding implementation of the community relations program at SMA GIBS is educating and fostering students to be able to explore life as it is in the community through home stay programs in people's homes and having global insight by regularly making overseas visits, namely to Malaysia and Singapore, to Turkey as well as carrying out Umrah services, and to Australia. Constraints in implementing public relations management at GIBS Barito Kuala High School include administrative constraints, weather / climate constraints when students make overseas visits, technical constraints and limited ability of students in foreign languages to adapt and communicate with the destination regions / schools abroad.